

The Town is Aflame With Enthusiasm!

No Sale Ever Held in This City Brought Out Such Immense Throngs as Attended the Opening of

GOLDSMITH'S BUYERS AND MANAGERS

MILLION-DOLLAR SALE

And Now Comes the Second Day With Its Myriad Money-Saving Values in Seasonable Merchandise

A Veritable Landslide of Matchless Bargains!

Guaranteed Savings of 15 to 50 per cent

Our Campaign to Bring Prices Down to Pre-War Levels Is Now in Full Swing and Each Day a New Broadside of Bargains Will Be Added

The big store's month-long merchandising campaign got away to a sensational start, with a clear field. Every department participates with values and savings the like of which have never been equaled. The first day made history. Never before did such throngs attend a sale—never such eager buying—the whole town is wild with enthusiasm—the biggest and finest stock of merchandise in this part of the country is on sale at savings of 15 to 50 per cent. While the first day was overwhelmingly BIG—it's just the beginning. We're going to set a terrific pace in this campaign to bring prices down to pre-war levels. WATCH OUR ADS FROM DAY TO DAY—DON'T MISS ONE OF THEM.

Guaranteed Savings of 15 to 50 per cent

3,000 Yards of Wanted Silk at Great Reductions; Including \$7.50 to \$10 Tricolette at \$3.98

GENUINE RADIA-KNIT, TRICOLETTE and Mignonet Jersey Silks—the finest of sports weaves for making smart dresses and blouses; sold the country over at \$7.50, \$8.50 and \$10.00 per yard; all in this one great sale at \$3.98 per yard.

SHIRTING SILKS—Such famous kinds as La Jerz, San Gene, Crepe de Chine, Broadcloth Silk, Jersey Weaves, Satin Stripes and Fancy Stripes; the finest Shirting Silks in America; worth \$3.75, \$3.98 and \$4.50 per yard; for this sale, \$2.75 per yard.

40-INCH GEORGETTE CREPE—One of the finest makes in America; in all colors, including lots of ivory, flesh, pink, navy blue and black; regular \$4.00 and \$4.50 values; in the Buyers and Managers Million Dollar sale at \$2.59 per yard.

81x90 Peerless Sheets
Reg. \$2.98 Value \$2.15

"Peerless" seamless bleached sheets, of best round thread sheeting, hand-torn and ironed; these sheets cannot be bought wholesale at our regular price of \$2.98; for the Buyers' and Managers' Million Dollar sale (limit 4 to a customer) \$2.15 (Basement.)

Fine Dress Gingham
39c & 48c Vals., 29c Yd.

Two thousand yards zephyr dress gingham in striking plaid, stripe, check and solid color effects; put up in lengths of 3 to 8 yards each; sold regularly at 39c and 48c per yard, for the Buyers' and Managers' Million Dollar sale, 29c per yard. (Second Floor.)

Women's \$15.00 to \$18.00
One and Two-Eye
Ties at \$10.85

For the Buyers' and Managers' Million Dollar sale we offer choice of our entire line of tan, black and brown oxford and satin one and two-eye ties; with turn soles and high covered laces; regular \$15.00 to \$18.00 values at \$10.85 per pair.

OUR REGULAR \$8.00
WHITE LIVEN PUMPS, with turn soles and high covered laces; in all sizes and widths; in this sale at \$5.95 per pair.

WOMEN'S PATENT
LEATHER TURN PUMPS, very graceful and fine-fitting, with high covered laces; our regular \$10.00 shoes, for this sale \$7.45 per pair. (Main Floor.)

Bargains in Housewares

THIN BLOWN GLASS WATER SETS, decorated in neat floral cuttings; regular \$3.50 value, for the Buyers' and Managers' Million Dollar sale \$2.49

JAPANESE SPLIT WASTE BASKETS, very artistic and serviceable; regular 50c value, for the Buyers' and Managers' Million Dollar sale 33c

"RUN-EASY" LAWN MOWERS, with best steel cutting blades; a wonderful machine for the money; regularly sold at \$7.50, for the Buyers' and Managers' Million Dollar sale \$4.95

GRAY ENAMEL DISH PANS, with good strong handles; 17-qt. size; regular \$1.50 value, for the Buyers' and Managers' Million Dollar sale 98c

Our \$5.95 Girls' Mary Janes
For This Sale
at Only \$3.95

A great Basement sale of about one hundred fifty pairs girls' "Mary Jane" strap slippers, of good grade patent leather with good leather soles; sizes 2½ to 7; shoes sold regularly at \$5.95, for the Buyers' and Managers' Million Dollar sale, \$3.95 per pair.

Up to \$12 Pumps and Oxfords \$4.15

You will hardly believe that these slippers go on sale at \$4.15 per pair! They include pumps and oxfords of black and tan kid and calf, also patent leathers and white kid; several different styles; values up to \$12.00, in this sale at \$4.15 per pair.

Extra Specials

for the Second Big Day of the Million Dollar Sale

"EVER-SHARP" PENCILS; 100 values at 80c.

TWO-TONE WRITING PAPER WITH LACE EDGES; white and all wanted tints; 24 sheets paper and 24 envelopes to match; 75c value, 59c a box.

50c LISTERINE; special, 39c.

COCOA OIL SHAMPOO; 50c size for 29c.

ONE DOZEN CAKES "CREME OIL" TOILET SOAP; \$1.20 value, 85c.

FREE—50c BOX "BEAUTIFUL" combination cream and face powder with the purchase of 50c jar of "Berry" freckle cream, at 47c.

"BUSTER BROWN" HOSE SUPPORTERS for children; white or black; all sizes; 10c value for 7c.

JAPANESE PEARL NECKLACES; 35c value for 19c.

SANITARY NAPKINS, 2 in package; regular 35c value, 19c.

BASEBALL OUTFIT, consisting of 10c baseball and 15c bat; for the Buyers and Managers Million Dollar sale, outfit complete, 15c.

STANDING PHOTO FRAMES of genuine circassian walnut; four sizes—2½x3¾, 3¼x4¼, 3¾x5¼, and 3½x5½ inches; complete with back and glass; regular \$1.25 value, for this sale, 69c.

TOY SEWING MACHINES—they really sew and will prove a great pleasure to the young miss; regular \$5.00 value, \$3.65. (Fifth Floor.)

WOMEN'S SHORT SILK GLOVES, with double tipped fingers; white and black; a glove that cannot be manufactured for the price we are offering it for in this sale; 50c per pair. (Main Floor.)

NEW DRESS SASHES for wear with one-piece dresses and separate skirts; 3 yards in length—ready to tie on; for the Buyers' and Managers' Million Dollar sale, \$3.98. (Main Floor.)

4-INCH "DEARIE" POLARIS HAIR BOW RIBBON in solid color stripes and solid colors; sold regularly at 75c per yard; for the Buyers' and Managers' Million Dollar sale, 59c per yard. (Main Floor.)

DAINTY LITTLE RIBBON VANITIES, a large variety of different effects, complete with mirror and powder puff, 35c each. (Main Floor.)

WOMEN'S FULL FASHIONED SILK HOSE with mercerized lisle tops; double heels and toes; made of extra quality thread silk; regularly sold at \$3.50 per pair; for this sale \$2.50 per pair. (Main Floor.)

WOMEN'S LISLE HOSE, with mock seam; black, white and colors; regular 50c values, for the Buyers' and Managers' Million Dollar sale, 39c. (Main Floor.)

GLOVE SILK ENVELOPE CHEMISE, elaborately trimmed with lace and ribbon; regular \$6.50 value, for the Buyers' and Managers' Million Dollar sale, \$4.00 per garment. (Main Floor.)

WOMEN'S GLOVE SILK UNION SUITS; bodice and vest styles; neatly made, while the lot lasts, regular \$8.50 suits at \$6.00 per suit. (Main Floor.)



The First Day's Crowd Was Nothing Compared to the Throngs of Thrifty Women Who Will Be Here for These

\$15 Voile Dresses \$8.95

If it's a cool and inviting little voile dress you are looking for at a small price, these will catch your eye at first sight; they are one of the most attractive items of the Buyers and Managers Million Dollar sale; the styles are extremely smart and new, and the materials include splendid quality voiles in light and dark printed effects; you simply can't understand what wonderful values these dresses are until you see them; real \$15.00 values, for the Buyers and Managers Million Dollar sale, \$8.95. (Third Floor.)

\$55 Dresses for only \$28.85

There are models of individuality—lovely georgettes in dainty pastel tints, beaded, embroidered, tucked and lace trimmed; printed georgettes in smart color combinations, and delightfully new foulards. You'll find every new and becoming style in the assemblage; under ordinary conditions these dresses would sell for \$55.00, for the Buyers and Managers Million Dollar sale, \$28.85. (Third Floor.)

\$6.50 Blouses for only \$3.95

CHIC LITTLE BLOUSES of lace stripe tricolette in desirable shades of rose, copen, jade, turquoise, salmon, emerald, flesh and navy; the kind you pay \$6.50 for elsewhere; for our Buyers and Managers Million Dollar sale, \$3.95. (Third Floor.)

Girls' Voile and Organdie Dresses: \$15 Values for \$9.95

Scores of Fascinating Styles for Girls of 6 to 14 Years

There are airy little models of dotted swisses, fine imported organdies, and filmy voiles in orchid, maize, flesh, white, light blue and green; with fly-away sashes, lots of ruffles, rows of hemstitching and dainty laces as trimmings; sizes for girls of 6 to 14 years; actual \$15.00 dresses for the Buyers and Managers Million Dollar sale, \$9.95. (Third Floor.)

For the Million Dollar Sale—in the Basement—Choice of 600
Dainty New Voile Dresses
Regular \$10 Values at \$5.88

All Sizes and Styles for Women and Misses

If you need a pretty voile dress or expect to need one this summer, you could do no better than to see these—the dresses are just the styles that are so good now and will be popular the entire summer.

Made of dependable quality voile in attractive figured, flowered and checked effects, with lace vests and collars and cuffs of organdies; without doubt the most charming dresses you'll have a chance to buy for less than \$10.00; in this sale, \$5.88. (Basement.)

\$5 White Wash Skirts for \$3.88

The values are even greater than you had expected and the styles are just the kind women are wanting for early summer wear; they are made of such dependable skirtings as gabardines, honeycomb plaids, Bedford cords and novelty materials with fancy pockets and belt; and most of them are trimmed with pearl buttons; sizes 26 to 38 waist; regular \$5.00 values at \$3.88. (Basement.)

Wonderful \$4 Blouses for \$2.88

Choose all the blouses you think you'll need this summer from this special offering—there are hundreds and hundreds in this sale, and the styles are many and varied; materials include voiles, organdies and pongees; trimmed with dainty laces, tiny tucks, pearl buttons and fancy stitching; values to \$4.00; for the Buyers and Managers Million Dollar sale, \$2.88. (Basement.)

Hundreds of Other Amazing Values in Women's and Children's Wear in Both Third Floor and Basement Departments.

THE BEST PLACE TO SHOP AFTER ALL
Goldsmith's
MEMPHIS' GREATEST STORE

Save Half and Near It
On Demonstration and Floor Sample
Sewing Machines

In the Million Dollar Sale and Pay on Our Club Plan

A special offering of machines that will come just in the "nick of time" for hundreds of women who go their sewing and who are looking for just such a sale as this; the combined lot consists of machines used for demonstration purposes only, and outside of being a little marred, the mechanical parts as well as the cabinet, are in perfect condition.

LOT No. 1—Two Davis electric portable machines with complete set of attachments and guaranteed for ten years; \$60.00 value for \$39.75.
LOT No. 2—Two Davis electric portable machines with complete set of attachments and ten-year guarantee; regular \$75.00 value, for this sale \$42.50.
LOT No. 3—One National automatic sewing machine; regular \$80.00 value, for the Buyers' and Managers' Million Dollar sale, \$40.00.

\$1.00 Sends Any of These Machines to Your Home

LOT No. 4—Two Paragon automatic lift sewing machines, with complete set of attachments and ten-year guarantee; regular \$80.00 value, for this sale \$32.75.
LOT No. 5—Two Rotary Singer drophead machines; regular \$80.00 value, for the Buyers' and Managers' Million Dollar sale, \$33.50.
LOT No. 6—Three Goldsmith's automatic lift rotary sewing machines; regular \$65.00 values, for the Buyers' and Managers' Million Dollar sale, \$34.75. (Goldsmith's—Fifth Floor.)

